

Abstract

Title: Marketing research on customer satisfaction in the fitness centre Hopsáme.cz.

Purpose: The main aim is to find out, how the customers are satisfied with the services offered in the fitness centre Hopsáme.cz, which is placed in Prague's district Modřany. The research is conducted through a questionnaire survey. The situation is analyzed by the results of this survey and I came up with suggestions, which should help to improve the customer satisfaction and general prosperity of this company.

Methods: As mentioned above, I chose a questionnaire survey from the possible marketing methods. There were used written forms of questionnaire survey same as electronical version in this bachelor thesis. The evaluation was performed by the statistic program SPSS. The results are shown in tables and graphs, which were compiled in the statistic program SPSS as well.

Results: From the results of this survey we can see that customers are relatively satisfied with the services offered in fitness centre Hopsáme.cz. I found some insufficiency in services offered and the arrangements were suggested to improve the customer satisfaction.

Key words: services, sport services, quality of services, customer, customer satisfaction